

Request For Proposal Project – 2010

Description and Guidelines



The Coca-Cola Foundation Request For Proposal RFP: Active Healthy Living Program Application Deadline 7/15/10

Company Commitment

The Coca-Cola Company and its philanthropic arm, The Coca-Cola Foundation, aim to make a greater impact on the communities we serve around the world by being responsive to the citizenship priorities of the communities in which we live and work.

At The Coca-Cola Company, we recognize that we cannot have a healthy and growing business unless the communities we serve are healthy and sustainable. We are committed to making a positive difference in the world to ensure that sustainability is part of everything we do. That includes improving the quality of life in the communities where we do business. Our community investment priorities are reflective of and responsive to the global and local nature of our business. We focus on global priorities which can make a unique and sustainable difference: water stewardship, active healthy living, community recycling, and education.

Active Healthy Living Summary

The Coca-Cola Company aspires to help people around the world lead active healthy lives through the variety and availability of the beverages we produce; ingredient, nutrition and health information we provide, our responsible marketing practices; and our support for physical activity programs.

Physical activity is vital to health and well-being. Our aim is to reduce inactivity and help increase physical activity around the world through encouragement, sponsorship and grassroots programs. We are committed to supporting access to physical activity, exercise and nutritional education programs; programs that motivate behavior modification, and programs that encourage lifestyle/behavioral changes for the entire family.

Through nutrition and physical education programs in communities, our Company and our bottling partners are working to address declining trends in physical activity and to encourage more active lifestyles.

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The Coca-Cola Foundation, the philanthropic arm of The Coca-Cola Company, is soliciting proposals from US-based organizations with tax-exempt status under Section 501(c) (3) of the Internal Revenue Service Code, that provide access to exercise; opportunity for physical activity and nutritional education.

The Coca-Cola Company has a long tradition of supporting physical activity and nutrition education around the world and seeks effective partnerships to expand our programming.

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Scope of Grant

Organizations that support families (parent(s) or guardian(s) and children) in the states of California, New York or Texas through programs that focus on physical activity and nutrition education for the entire family.

Criteria

All of the following requirements must be met:

- Organization has tax-exempt status under Section 501(c) (3) of the Internal Revenue Service Code
- Program serves families in California, New York or Texas
- Program focuses on two components, physical activity and nutrition education for the entire family (Programs that only have one component will not be considered)
- Program can be an existing program or an expansion of an existing program
- Program has to be a minimum of six weeks active participation
- Program has clear, measurable results
- Grant requests range from \$10,000 to \$25,000

Exclusions

We will not consider:

- Sponsorships of tours, races, tournaments or other date specific events
- Sponsorships of organized sports teams
- Requests with administrative costs of more than 10%
- Requests for capital campaigns, equipment purchases or capital improvements
- Seed funds to start an organization

Reporting Requirements

Grantees will be required to report the following by **September 30, 2011**:

- Number of participating families and frequency of participation in the program
- Program calendar
- Copies of nutritional and lifestyle education materials
- Changes in health indicators of participants (for example: attitude/perception toward behavioral change, percent increase in activity level, aerobic improvement, improvement in lifestyle management skills, etc.)
- Additional metrics that are deemed relevant to program results
- Demographics of participants (age, gender, ethnicity, etc.)

Submission Process

- Submit a complete application by midnight (EST) on July 15, 2010.
- The Coca-Cola Foundation application can be found at <http://www.cocacolacommunityrequest.com>
- Select the application labeled "Grant Application" Please insert the following invitation code on login screen: **AHL0610NA**
- Only online applications accepted (no paper, fax or email applications will be accepted)
- Grantees will be notified on or before September 30, 2010